

Fall 1999

Crummer Connection Fall 1999

Crummer Graduate School of Business

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CRUMMER

For Alumni, Business Partners, and Friends

Connection

FALL 99

CRUMMER GRADUATE SCHOOL OF BUSINESS, ROLLINS COLLEGE

CERC To Open Its Doors With Grand Opening of Bush Executive Center



After years of planning, Crummer Executive Education, Rollins College (CERC) will begin offering courses in December 1999.

The goal of Crummer Executive Education at Rollins College (CERC) is to become one of America's most innovative Executive Education centers. Committed to creating customer loyalty, CERC seeks to build long-term relationships with its attendees. The hallmark of this center will be learning that is relevant, innovative, and focused. CERC is committed to designing and delivering learning experiences that create economic value for the organization. CERC participants will recognize an immediate payback.

The courses, housed in the Bush Executive Center, will focus on Healthcare, Enterprise Management, Philanthropy & Nonprofit Leadership, Global Alliance for Business Education, and Hospitality & Tourism. Specialized courses in healthcare will be taught through an exclusive commitment with the Efficient Healthcare

Consumer Response (EHCR™) consortium. These course offerings will provide an educational curriculum for the implementation of EHCR™ throughout the industry.

The mission of CERC is to design and deliver exceptional learning experiences that will increase each participant's capacity for taking effective action as managers. This will increase their career and work opportunities and will enable them to create economic value for their respective companies.

To deliver its message to prospective attendees, which include Crummer graduates, CERC went through a major brand building exercise. Utilizing the experience and expertise of board members and Crummer professionals, CERC created and will showcase its strengths through a series of dynamic communication messages.

Bush Executive Center Facility

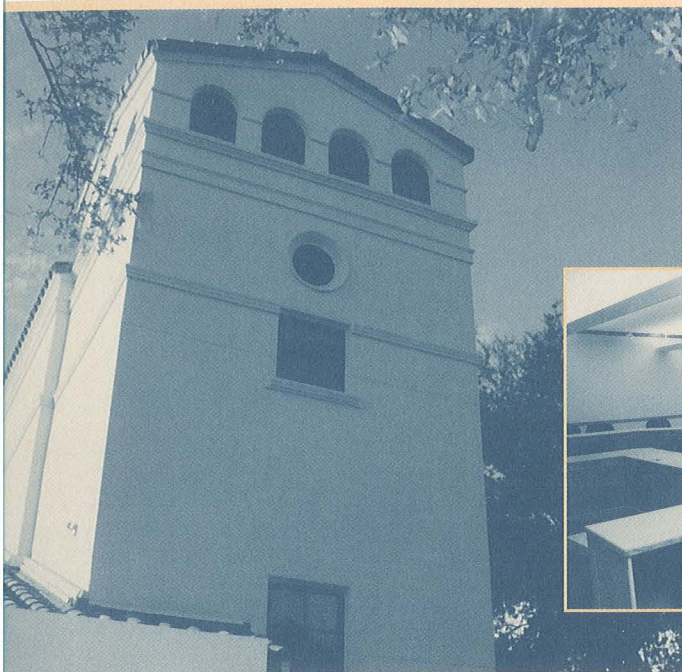
The Bush Executive Center is the newly constructed building dedicated to the Crummer Executive Education Initiatives. Some of its highlights include:

- Four beautifully constructed auditorium style seating classrooms with full dataport hookup capabilities for each student
- One Flex-Classroom for innovative and non-traditional class shops with full dataport hookup capabilities
- Every classroom is equipped with a Multimedia Projection System
- Several student-team rooms for projects, conferences and study groups
- An elegantly designed boardroom and connecting multipurpose room with domed ceilings, veranda, and catering facilities
- An expansive lobby featuring Tiffany glass window art
- Telefax Networking Center consisting of seven work stations



CRUMMER
EXECUTIVE
EDUCATION
AT ROLLINS
COLLEGE

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CERC To Offer Focused Course Studies



CERC will begin a systematic rollout of courses falling under five program areas beginning in December 1999.

Healthcare/EHCR™

CERC has made a significant commitment to Executive Education in healthcare and is designing curriculum in two major program areas – the General Management Curriculum and the Efficient Healthcare Consumer Response (EHCR™) curriculum. The General Management Curriculum is a portfolio of courses designed to address issues and opportunities in healthcare.

The EHCR™ curriculum will help managers understand and streamline processes in the healthcare industry supply chain to become faster, more cost-effective, more responsive, quality-oriented, utility-based, neutral, and flexible. These processes will:

- ◆ Increase the amount of electronic transactions
- ◆ Improve invoice accuracy
- ◆ Become totally paperless with trading partners
- ◆ Reduce inventory in the supply chain
- ◆ Eliminate product stop points
- ◆ Improve service levels/fill rates
- ◆ Reduce material handling staff
- ◆ Optimize the receiving function

The EHCR™ study of the healthcare industry took approximately two years to complete. The research revealed that there are billions of dollars in waste occurring in the healthcare supply chain. The Crummer School has been awarded an exclusive contract to provide Executive Education to the healthcare industry in support of the EHCR™ initiative.

The Center For Enterprise Management

The Center for Enterprise Management (CEM) was created as a center for applied research and as an incubator for new ideas. The mission of CEM is to provide management-focused seminars, conduct leading

edge research/consulting projects, and publish practical research results. It helps managers apply operations management and best practices knowledge to help their companies refine systems such as inventory and supply chain management and process re-engineering.

Harward Center for Entrepreneurial Studies

Dennis J. Harward '99 began HTE, Inc. in 1981 with a \$3,000 loan from his father. HTE is now a multi-million-dollar business. His gift of \$1,000,000 will encourage the entrepreneurial spirit in executive students in both the private and government sectors for years to come.

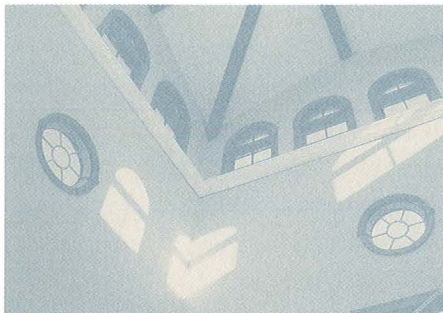
The Harward Center for Entrepreneurial Studies will nurture the development of personal and professional attributes and skills entrepreneurs must have to succeed. The curriculum will initially entail three content areas: personal mastery, management, and relationship skills.

The Crummer School has been awarded an exclusive contract to provide Executive Education to the healthcare industry in support of the EHCR™ initiative.

Philanthropy & Nonprofit Leadership Center

Created through the integration of the Florida Nonprofit Resource Center and CERC, the Philanthropy & Nonprofit Leadership Center will promote interaction among leaders in education,

philanthropy, voluntarism, business, and government to strengthen the nonprofit sector. It will combine the resources of a nonprofit management services organization with the resources of the Crummer School to offer a broad range of workshops, seminars, and Executive Education programs.



The Global Alliance for Business Education

CERC developed the Global Alliance for Business Education (GABE) to enhance understanding of countries, cultures, principles, and practices of business among business executives of Taiwan, Hong Kong, China, Latin America, and Central Florida. It will serve as a learning and communications resource for managers interested in expanding internationally, by creating learning and networking opportunities for participating organizations. The primary mission is to build cross-cultural business relationships through shared learning experiences.

Hospitality & Tourism

CERC is in the early stages of developing an integrated portfolio of programs targeting the educational needs of owners/investors, general managers, and owners/operators in the hospitality and tourism industry. The curriculum will be both issue and discipline driven, addressing the learning needs of managers in resorts, hotels, restaurants, theme parks and attractions, cruise lines, destination and travel clubs, and government officials.

CERC PROGRAM OFFERINGS 1999 — 2000

COURSE NAME

Center for Enterprise Management (CEM)

Dispute Resolution
Market Driven Strategies for Creating Economic Value
Finance for Non-Financial Managers
Strategic Marketing
Sales Force Automation

Efficient Healthcare Consumer Response (EHCR™)

Executive Forum
Activity Based Costing/Management
Inventory Management/CRP
Contract Process Management
Information Technology & E-Commerce
Strategic Alliances and Partnerships
Change Leadership

COURSE NAME

Healthcare

Finance for Non-Financial Managers in Healthcare
Market Driven Healthcare Organization
Strategies for Creating Economic Value in Healthcare
Performance Management For Economic And Clinical Success
Benefits Manager Forum

Hospitality

Market Driven Strategies for Creating Economic Value in Hospitality
Market Driven Strategies for The Hospitality Industry

Nonprofit

Fund Development Institute
Strategic Management of the Nonprofit Organization
Financial and Legal Issues for The Nonprofit Organization
Regional Association of Grant Makers
The Leadership Institute

For more information on programs and/or custom programs design for your organization contact CERC at (407) 975-6450.

BY BOBBY DAVIS

Crummer School Introduces Executive Education Curriculum for Healthcare Professionals

The Crummer School of Business has launched a long-awaited major initiative: Crummer Executive Education, Rollins College (CERC). Led by Director of Executive Education Roy Hinton, who joined the Crummer School in February of this year from the University of Texas-Austin, the new program will provide a rigorous academic, broad-based curriculum in five new program areas, beginning with Healthcare Administration. Dean Ed Moses believes this major initiative will advance the Crummer School's mission to develop innovative, market-driven business

and work opportunities and enable them to create economic value for their respective companies," Hinton said.

Led by Hinton and a Health Care Planning Board chaired by Frank Barker '52, former Vice President with Johnson & Johnson and a Rollins trustee, the Health Care Administration program will offer healthcare executives short courses in highly-specific areas relevant to their professions. Assistant Dean and Professor of Management Craig McAllaster envisions the following scenario: "You're a hospital administrator or a home healthcare supervisor

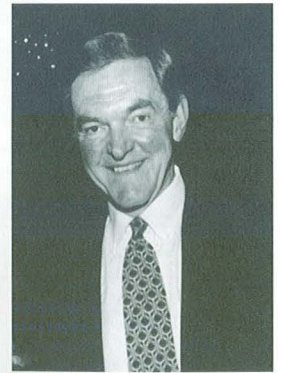
Advancing Skills in Healthcare Administration

As Frank Barker noted, "the healthcare industry occupies one-seventh of the United States' economy and it is growing." With the managed care system instituted by President Clinton facing many problems, and many hospitals and HMOs losing money at a disturbing rate, creative healthcare management is at a premium.

Mardian Blair, retiring Chairman of the Adventist Health System and a member of the Health Care Planning Board observed, "our working premise is that healthcare is needed and the people who do it right are always going to be successful, and our job is to provide excellent healthcare

while prospering in tough times." The Healthcare program aims to attract healthcare administrators with this type of "can-do" attitude.

The Healthcare program will provide an added dimension to the



Frank Barker '52 Former Vice President Johnson & Johnson

Crummer School. "It will offer short courses of unique interest to different sectors of the healthcare industry. There might be courses for the CEOs of hospitals or HMOs, the CFOs, the nursing leadership, or sessions for cancer and heart institutes. Courses could be offered on- or off-campus and run from two days to a week. The program will greatly enhance the knowledge of healthcare executives and the credibility of the Crummer School."

The Healthcare program will employ existing, new, and visiting faculty and initially will be composed of two parts: the General Management curriculum, designed for managers throughout the healthcare industry, and the

"The mission of CERC is to design and deliver exceptional learning experiences that will increase each participant's capacity for taking effective action as managers."

— Director Roy Hinton

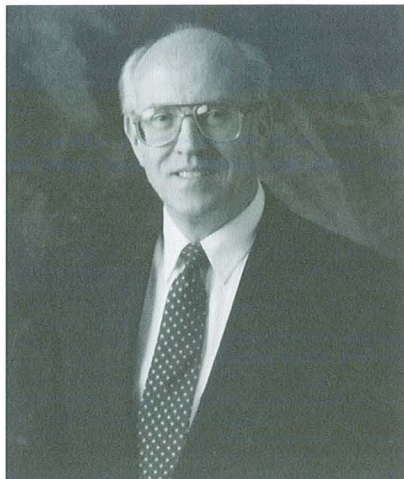
education while building a national reputation and generating funds for scholarships.

"The mission of CERC is to design and deliver exceptional learning experiences that will increase each participant's capacity for taking effective action as managers. This will increase their career

with a busy schedule that places serious demands on your time. You know you could benefit from a business course or two in management, operations, marketing, but who has the time? Then comes the lure of an intensive, two- to four-day course tailored just for managers in your field."

Efficient Healthcare Consumer Response (EHCR™).

"We plan to attract hospital providers, manufacturers, distributors, physicians and physicians' groups, policy makers, etc.," Hinton said. "We're putting together a curriculum that addresses a wide range of companies in the health-



Mardian Blair, Retiring President Adventist Health System

The Executive Education program will be housed in the Bush Executive Center, named for its major donor, the Edyth Bush Foundation. The four million dollar facility contains five classrooms, a boardroom, the SunTrust Auditorium, and other facilities. To

providers, hospitals, nursing homes, and integrated delivery networks, and Efficient Consumer Response systems are among the most exciting developments in the industry."

According to Kay, Efficient Consumer Response systems in healthcare are derived from the food and grocery industry, which were created in response to competition from a company that had made an evolutionary leap in business management: WalMart.

"The food and grocery industry had to change because of this powerful new competitive entrant that could do most of what they did at far less cost," Kay explained. "WalMart determined to invest in the most efficient business processes, and deliver value at better profit margins. They applied a simple concept of supply chain management: every single item in the store was barcoded, and if their trading partners refused to do it, WalMart refused to carry their products. On the other hand, they offered their trading partners preferred vendor status, and the ability to inform the producers the next morning how much of every product they sold in every WalMart store the day before. They operate on a continuous replenishment system; they carry very little inventory in a back room, which enables them to keep costs down, and put fresh product on the shelves every day.

"The grocery industry reacted by forming Efficient Consumer Response systems to identify redundant processes they could simplify or eliminate to save costs and time. That model was explained to Kay by executives at Procter & Gamble. "I talked to big and small retailers, manufacturers, and distributors of healthcare products, then went to my Board at HIDA and presented them with this model," he said.

The healthcare industry became interested in new ways of doing things

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"The program will greatly enhance the knowledge of healthcare executives and the credibility of the Crummer School."

—Mardian Blair

care industry, designing courses in inventory management, information processing, information technology, electronic commerce, change leadership, alliances, and partnerships. We are entering relationships with major group purchasing organizations in healthcare and with other universities to facilitate the delivery of this educational program. It's going to be a big effort. A future expansion of the curriculum will be aimed at third-party payors and insurers."

Launching this initiative has taken a great deal of thoughtful planning and long hours of volunteer work over two years. "We have been helping the school initiate and plan its Executive Education program, and make contact with people and companies in the seven or eight healthcare industry components we've targeted," Barker said. "We have tried to determine areas of emphasis and how they will be offered, with the College making the final decision. We have emphasized the importance of broad-based curricula, with special emphasis on specific areas."

celebrate this extension of the Crummer Graduate School, CERC will hold a Grand Opening on December 15, 1999 at the Bush Executive Center, with all alumni welcome.

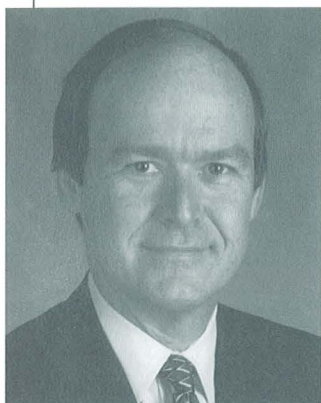
EHCR™: Building More Efficient Product Networks

S. Wayne Kay, President of HIDA (Health Industry Distributors Association), first proposed the Efficient Healthcare Consumer Response system in a conference call with other members of the Planning Board. He had been recruited by Frank Barker, with whom Kay had been associated during his 16-year tenure with Smith Kline-Beecham. Kay in turn recruited Tim Wedemeyer, the Vice President of Supply Chain Management with Allegiance Healthcare Corp., a leading national provider of medical products and cost-management services, to serve on the Board.

"Tim is one of the brightest people in the healthcare supply and distribution industry," Kay said. "We developed the premise that Crummer could provide a major educational forum for healthcare

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in 1994 when it faced its own proverbial 900-pound gorilla: the federally mandated, systemic reform known as Managed Care. Recognizing the need for fundamental reform, although not on the scale originally envisioned by the Clintons and their advisers, healthcare industry players treated it as a "wake-up call," Kay said.



S. Wayne Kay, President of Health Industry Distributors Association

"I told my members, after Managed Care was scaled down, 'Next time, we may not be so lucky. We need to take drastic action to reduce the cost of healthcare before Uncle Sam does,'" he

said. Large hospitals such as Columbia HCA, VNA, Adventist Health System, and Kaiser Permanente decided to explore EHCR™, and HIDA hired CSC Consulting to do a million-dollar study that lasted 14 months.

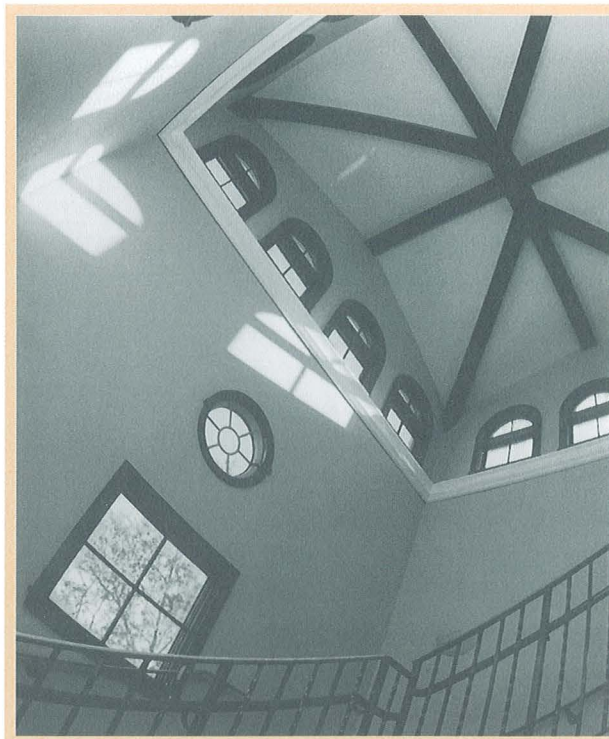
"CSC interviewed and reviewed data from 140 manufacturers, distributors, and providers, looked at product, information and cash flow, and determined which processes were done manually, along the supply chain. HIDA developed a process map and analyzed how to reduce waste and benefit participants in the channel. They found that the healthcare industry spent \$23 billion a year just in process management, and of that, 48 percent of the cost was redundant, excessive, or wasteful.

"For example, a huge part of that \$11-12 billion we could save each year could come from inventory management," Kay said. "The manufacturer holds back a certain amount of product in case the distributor needs more. The distributor holds back extra product in reserve for customers in case there is an emergency.

The customer, a hospital, squirrels away some of the product because they do not want to run out if the distributor is caught short, which causes waste. Many manufacturers are barcoding their products now because hospital administrators like Mardian Blair are requiring it.

Kay noted that this system depends on every link in the supply chain taking part in the new system. A breakdown at any level wrecks the entire network. He believes the Crummer Executive Education program can play a vital role in spreading the news of Efficient Healthcare Consumer Response.

"This concept has brought hundreds of companies together," he said. "We need a subject-specific program that explains the principles and execution in



administer the program."

Since hospitals have little money to spend on such education, the Planning Board realized that the Crummer Healthcare program would have to be

Crummer's leadership had the vision to take a leading role in this process, and talented alumni and friends have helped direct and develop the educational program.

language professionals in the field can understand. It forces them to get engaged, to pilot test programs with their partners, and forge a new way of doing things. This program can bring leadership and management change at a fundamental level. Crummer Dean Ed Moses embraced this idea, and Frank Barker saw it early and became a huge supporter. We need professional education that can provide certification by the American Hospital Association, and we need a top-flight business school to

offered regionally. Hinton has worked to secure support from other leading business schools.

The inaugural classes will take place in December at the Lehigh Valley Hospital System, a large community system north of Philadelphia. Lehigh's COO committed executives from several units to take classes, along with executives from their manufacturing and distribution partners. Crummer will send professors to teach the courses. ■

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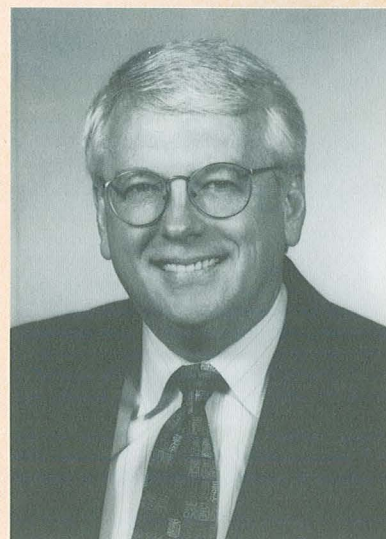
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Bush Executive Center

Roy Hinton
Executive Director
Bush Executive Center



To establish its new Executive Education Program, the Crummer School sought someone who had experience in setting up similar programs. Crummer hired Roy Hinton from the University of Texas-Austin, gaining an administrator with both entrepreneurial experience of his own and an extensive background in academic administration.

Hinton got his B.S. in Chemistry from Southern Illinois University in 1970 before joining the Navy as a pilot. During his five years in the Navy, stationed in Alameda, California and in the Philippines, he earned an MBA through Pepperdine University, receiving his degree in 1975. He went on to get a Ph.D. in Management from Northwestern University in 1980.

Hinton taught for a short time at Northwestern's Kellogg School of Management before being appointed to an administrative post as Director of Executive Masters Programs. He went on to become the school's Director of Executive Education.

Hinton then left the academic sphere to start his own business, The Burgundy Group, Inc., a management consulting firm specializing in the design and development of business simulations and management development seminars. Hinton returned to academia in 1997 at the University of Texas-Austin where he spent one year implementing an Executive MBA program for Texas Instruments before the Crummer School lured him to Winter Park.

"I was attracted to the Crummer School for several reasons," Hinton said. "The Executive Education program is very intriguing, essentially a start-up business. I like the size of the school, and the fact that Crummer has a substantial number of senior faculty qualified to teach Executive Education."

"Many people including Dean Moses and the Crummer Faculty have worked hard getting the Executive Education Program off the ground. We have a great local and regional reputation, and are committed to developing a nationwide brand identity. The EHCR™ Initiative has helped us greatly expand our national presence, and our programs offered through the PNLC and the GABE will further increase our national and international identity. There have been many positive developments so far. It is an exciting opportunity for all of us to further increase the Crummer School's reputation and the quality of its students."

BY BOBBY DAVIS

a perfect match

For John Rigsby and Maz Jadallah '97, the Mentor Program was the start of a fruitful relationship

Each year, Crummer's first-year MBA students are asked to fill in a green slip of paper that asks a simple but central question: "What are your interests?" The form is the sign-up sheet for Crummer's Mentor Program, which the school uses to pair students with executives from the Central Florida area who have volunteered for the program, hopefully to the mutual benefit of both parties.

"Mentoring started as a way to give back and for me to counsel and share my experience with people who are early in their careers. We can groom students, and expose them to our business issues and how we make our decisions. We get a lot of exciting work out of these people."

—John Rigsby

For Maz Jadallah '97, answering 'telecommunications' to that question proved to be a life-altering step that led to a position as Director, Office of the President of Time Warner Inc. in New York. The Mentor Program does not work that way for everyone, but for Jadallah, it was the beginning of a successful new career.

"It's ironic, because a lot of us in the first year had no idea what our ultimate career interests truly were," Jadallah said. "We were just cutting our teeth on the team-building and were excited about going forward in the MBA program, but we had not started thinking about what we wanted to do after we graduate. Plus, MBA students usually think they are going to get 50 job offers when they graduate, so they wanted to keep their options open.

"When I wrote down 'telecommunications' on the Mentor Program form, I was not sure I wanted to get into that

field after I graduated. I had talked with my family about my career options and was fortunate to gain the wisdom of my father, whose company is involved in satellite telecommunications, and it seemed like an exciting field. I took a leap of faith."

That leap of faith led Jadallah to John Rigsby. A Navy veteran who is a graduate of both Brown University and Harvard's MBA program, Rigsby is currently President of the Central Florida division of Time Warner Cable in Orlando, which serves about 650,000 customers in nine counties. He had started working in the telecommunications industry in 1976 with a predecessor company to Time Warner, American Television and Communications.

Rigsby got involved in the Crummer School through Tom Yochum, then an executive at Barnett Bank and a major Crummer supporter, whom he met at a social function. Yochum invited Rigsby to become a mentor, and was intrigued enough to volunteer. Jadallah was his first assigned student.

"Maz was outgoing, assertive, had a sense of what he wanted to do and where he wanted to go," Rigsby said. "Somebody can use this program if they have a clear sense of what they want to do with it. Most of the time we talked about the business and his aspirations and some thoughts he had about courses. For me, it was more along the lines of coaching."

As Jadallah remembers his first meeting with Rigsby, at the introductory dinner, "I was pretty straightforward. Within the first ten minutes, I said, 'I am really interested in your industry and here is what I want from our relationship. If we can swing it, fine; if we can not, then at least we get to know each other.' He responded wonderfully. He is not just a smart business executive, but a wonderful human being as well."

A mentor's only obligations are to meet with the student a couple of times

Crummer Mentor Program Highlights

Who are Crummer Mentors?

Crummer Mentors are the leaders of business and industry across Central Florida who choose to share their knowledge and expertise with MBA students. Central Florida professionals who can positively influence others and who are recognized business leaders are invited to be Crummer Mentors.

What are the duties and responsibilities of a Crummer Mentor?

Mentors are expected to provide guidance in the area of professional development by visiting with their students once per month. Many mentors choose to invite their students to their offices, social events, or join them on campus. Some mentors find it more productive to communicate with their students via telephone.

Will there be any opportunities to meet other Crummer Mentors and MBA students on Rollins College campus?

There will be an orientation in the fall where Crummer Mentors can meet each other and be introduced to their students, as well as a year-end reception in the spring. In addition, the Crummer Mentors and their students will be invited to attend the Dean's Executive Lecture Series and Alumni events.

How are Crummer Mentors paired with students?

Students will be asked to identify their specific business interests. We then assign the students to Crummer Mentors whose businesses correlate closely with each student's preferences. Mentors and students are paired at the beginning of the fall term and will remain together for the duration of the student's MBA program.

What benefits will you personally receive by being a Crummer Mentor?

Mentors gain the satisfaction of helping to develop aspiring business talent by sharing their wisdom and experience. As a Crummer Mentor, you will have the opportunity to meet and network with other business leaders in the Central Florida area at numerous campus events. Executives participating as Crummer Mentors have consistently reported that their experiences with their student partners have been beneficial and personally rewarding.

For more information on the Crummer Mentor Program, please contact Dawn Thompson at (407) 646-2537.

during the semester and have him or her to sit in on one company business meeting as an observer. "It can be a very different experience for each person, especially if you are not particularly interested in that business," Jadallah said. "But John gave me a shot. It was as simple as that."

Rigsby offered Jadallah an intern-

Crummer, Rigsby offered him a part-time job as his assistant. "If John needed someone to make sure something happened correctly, or wanted help on a particular type of analysis, or feedback, I would do that," he said.

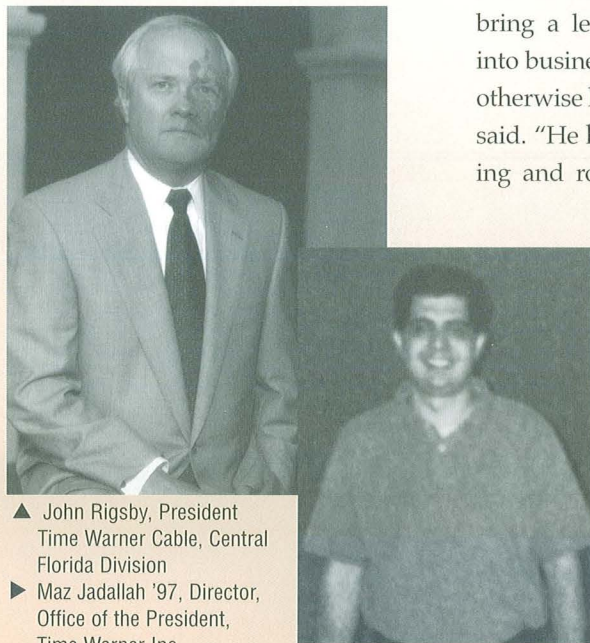
When Jadallah graduated, Rigsby created a full-time position for him as his assistant. "He served as my eyes and ears and helped other departments bring a level of analysis and insight into business situations that would not otherwise have been available," Rigsby said. "He had the ability to be disarming and roll up his sleeves and help people with their jobs.

He helped create a budget proposal, did a number of presentations for senior management at the Time Warner Cable corporate office. He was a valued resource to me and to my senior staff."

In 1998, after a couple of years as Rigsby's right-hand

man, Jadallah accepted an offer to move on to a similar position with the President of Time Warner Inc. Dick Parsons. Jadallah and Rigsby still stay in touch. "The experience he had here in Orlando, dealing with day-to-day operating issues and supporting new businesses, such as telephone and Internet access, should help him greatly where he is now," Rigsby said. "We like to think we have a friend up there in the corporate office."

Time Warner Inc. is the mother company for Time Warner Cable, Turner Broadcasting Systems, the Time, Inc. publishing house, Warner Brothers movie and television studios, and Warner Music Group, which has labels such as Electra, Atlantic, and Warner Brothers. As Director to the Office of the President, Jadallah fulfills much the



▲ John Rigsby, President
Time Warner Cable, Central
Florida Division
► Maz Jadallah '97, Director,
Office of the President,
Time Warner Inc.

ship for the summer between his first and second year at Crummer. "I had come to a situation where I needed some market research that the existing staff could not provide," Rigsby said. "I asked Maz to help us analyze the multifamily market. We also made an effort to expose him to other parts of the business."

Jadallah described his first project as "the perfect project for an MBA student: here is a market segment (the multifamily dwelling industry) that is getting more and more competitive; I want the scope, the size, a competitive analysis, a SWOT analysis, slice and dice the market ten different ways, and come up with what we should do," Jadallah said. "It required me to use all the skills I was learning at Crummer."

During Jadallah's second year at

Not many artists attend an MBA program. But rock musician Chris Kahl has managed to successfully combine the study of business with his passion for music.

Kahl, who plays guitar and sings in a band he put together, performing his original compositions at nightclubs throughout Central Florida, entered Rollins in 1995 on the 3-2 program as an economics major. Now in his second year at Crummer with a double concentration in marketing and management, he has set an ambitious goal to build a business through his music.

Last year, Kahl signed up for the Mentor Program and was paired with Fred Kosiewski, Manager of Costuming and

For Kahl, the Mentor Program opened up an industry he hopes to explore more intimately.

"Fred has a lot of great entertainment contacts through his work at Disney and was able to get me interviews with important people there. He set me up with the booking director for the main stage at Downtown Disney's Pleasure Island, who let me audition for him and gave me a lot of useful information about

what they look for once you get to a higher level.

"Fred also arranged for me to speak with a man who used to do vocal training with the Back Street Boys. He offered enormous insight into the industry for someone like me who is just starting out.



A Successful Crummer Connection

Musician Chris Kahl '00 and Mentor Fred Kosiewski '94 Strike a Common Chord

Cosmetology for the Walt Disney World Company. Kosiewski, also a Rollins graduate ('93HH) who earned an MBA at Crummer in 1994, found that "Making contacts through the school and with alumni really helped me get ahead in my career, so I wanted to help somebody else." Kosiewski helped Kahl land a summer internship as assistant promoter at Downtown Disney's House of Blues. He had worked in operations and entertainment at Disney, performing and running some of the attractions, "then they moved me into a management position when I got my MBA degree from Crummer," Kosiewski said.

Not knowing what to expect as a new mentor, he was doubly uncertain when he was paired with an aspiring rock-and-roll musician. "When Chris told me what his career goals were, it took me a few minutes to make a connection between mine and his. Since I am not part of the music industry, it was a little bit of a stretch. We are both involved in the entertainment field, and it ended up working out great," he said.

"Fred has been great at understanding how my musical interest relates to my marketing studies at Crummer as well as to my ultimate goals. He is also a very cordial guy who's become a friend of mine, and I am sure I will keep up with him after I graduate. The Mentor Program has given me the opportunity to learn from someone who has had extensive work experience in so many different areas—marketing, operations, management, and entertainment."

Kosiewski was also very pleased with the Mentor Program from his end. "Helping Chris find some good contacts was as great an experience for me as it was for him. Chris is a good guy, and it was fun being able to work with him.

"I'd like to continue with the Mentor Program. It is helpful to get an outside perspective into my organization. By mentoring Chris and helping him make connections at Walt Disney World, I broadened my network as well. A win-win situation for both of us."—by Bobby Davis

continued from page 9

same role as he did for Rigsby.

"I do not get involved in the operations of each of our businesses as I did in Orlando, which I miss sometimes, but I make sure that Dick is up to speed on them," Jadallah said. "If we release a movie, how did it do at the box office? How much did it cost? If we released a record from Busta Rhymes, how well is it doing? How is Time Warner Cable doing from month to month? What are the different forces within the industry that might affect the profitability of the divisions? Obviously, there are many smart people within our company who do that on a formal basis, but I do it on an informal basis for Dick. He gets reports from all over the world, and my job is to synthesize the data in each of the reports in a way that a person as busy as he is can pay attention to them.

Jadallah noted that the Mentor Program was a powerful selling point in his decision to attend the Crummer School at Rollins. After working for a recycling company in Saudi Arabia and helping his sister set up a business in Jordan, he decided to pursue an advanced degree.

"I wanted to get my MBA at a good school," Jadallah said. "What caught my interest in the Crummer brochure was the Mentor Program."

For Rigsby, "mentoring started as a way to give back and for me to counsel and share my experience with people who are early in their careers. I thought it was a great idea. When we met Maz, we did not expect to find a future employee. Mentoring students can bring talent and future management skills into our company. We can groom them, and expose them to our business issues and how we make our decisions. We get a lot of exciting work out of these people." ■

New Alumni Happy Hour at Art's Premium Cigars & Cafe



FACULTY NEWS

Dean Edward Moses Receives Highest Honor from Jewish National Fund

On Thursday, September 30, 1999 Dean Edward A. Moses of the Crummer Graduate School of Business and President John C. Hitt of the University of Central Florida were given the Tree of Life Award at the Clarion Plaza Hotel with over 350 people in attendance to honor them.

The Jewish National Fund's (JNF) highest honor, the Tree of Life Award, is a humanitarian award. It is given in recognition of outstanding community involvement, dedication to the cause of American-Israeli friendship, and devotion to peace and the security of human life. The award is named Tree of Life to symbolize JNF's efforts to reclaim and develop the Land of Israel.

The Dr. Edward A. Moses and the John C. Hitt Project will be established in the Orlando Project at the Northwest Negev reservoir. The Project, established as a unique link between the city of Orlando and the State of Israel, is a living testimonial to the friendship between the two locations.



Seymour Isreal presents Dean Moses with the Tree of Life Award.

**"This is not my award,
but our award."**

In receiving this award, Dean Moses said, "It is an honor that represents one of the highlights of my personal and professional life. It is in a sense unfortunate that recognitions such as this are given to individuals. All of us who are singled out for awards realize that this type of honor is a result of the efforts

a lot of people and not just one individual," Moses said. "In this regard, I would like to recognize the faculty and staff at Crummer, the Rollins administration, the Crummer Board of Overseers, Crummer Alumni, and the many Crummer supporters in our community

for allowing me to represent you in receiving this award. This is not my award, but our award."



The Moses family, including new grandson Adam, celebrate Dean Moses' award.

The Management Program

Learning, as Peter Drucker says, is a lifelong journey. Whether you have five or 25 years of work experience, new ideas, skills, and information is vital to your professional growth. The irony is that a busy career does not always seem to allow time for that development.

Fortunately, at Crummer, we have recognized this and developed a meaningful solution. In particular, the Management Program, a non-degree program, has been designed to meet both the academic and scheduling needs of busy professionals.

The Management Program is designed for managers and entrepreneurs who may already have a business degree and have experienced the professional world first-hand. Nevertheless, they also recognize the need to keep up with ever-changing business practices. The class meets one evening a week for 16 weeks. Subjects cover topics that are

The various courses offered provide participants with a survey of the MBA program. Former students have found the program to be beneficial from an academic, applications, and networking perspective.



▲ Chris Gardner and Scott Anderton

◀ Management Program 1999 graduates with Dr. Sam Certo and Dr. Mark Johnston

"An educated person will be somebody who has learned how to learn, and continues learning."

—Peter Drucker

of greatest interest and value to the class – a mixture of classic business disciplines with cutting edge business practices. This includes managerial leadership, accounting, marketing, ethics and legal issues, finance, operations, and global and change management.

to learn. Attending provided me with an excellent overview of critical management skills and responsibilities. My participation proved to be an important step in preparing me for duties as President and CEO of our law firm. I highly recommend it."

Many key business leaders in Central Florida, like Nick Pope, participate in the program. Over 30 professionals from various companies and industries participate in each course. This is an important factor that contributes to the dynamic learning environment. As a result, valuable business relationships develop and are maintained after the program concludes.

For more information about the Crummer School and its Management Program or MBA Programs, please contact (407) 646-2537 or visit our web site at www.crummer.rollins.edu. The next course begins on January 11, 2000 and ends April 25, 2000. Application deadline is December 30, 1999.

CAREER DEVELOPMENT CENTER

Can You Help?

This year's graduating class is one of Crummer's most talented ever. The Career Development and Placement Center needs your help. As successful representatives of business and industry, we hope that you, or someone in your organization knows of full-time job or internship opportunities. If so, please contact Jane Cordray or Janet Ridgway at (407) 646-1570 to find out more about hiring Crummer students. Resume books are available for your reference. Together we can make this Crummer's most successful placement year ever.

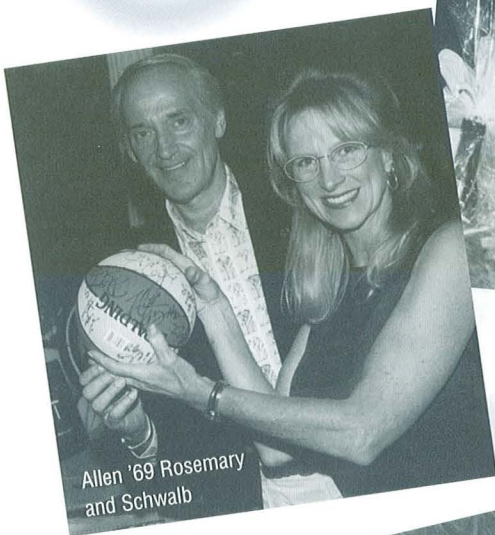


April 1999

Alumni Spring Gala & Silent Auction



Jack and Sunny
Glatting



Allen '69 Rosemary
and Schwalb



Professor Barry and
Donna Render

Crummer Alumni dined in style at the Maison & Jardin Restaurant. Over 75 people attended this upscale event to raise funds for the Crummer School. The Silent Auction raised \$9000 for the Crummer School with over 110 items. Thanks to all who donated items to the event.



Bill O'Dell '70, Dawn Thompson and
Guy Neff



Alumni Gala Committee: Steve Gauthier '82,
Paige Greninger '01, Jennifer Janette '95,
Kelly Price '96 and Chris Moore '80

CRUMMER Connection

CRUMMER GRADUATE SCHOOL OF BUSINESS 1999-2000 ALUMNI BOARD

EXECUTIVE COMMITTEE:

Bob Winslow '73, Global Building and Consulting
Terry Helms '93, Hughes Supply, Inc.
Maureen Walker '92, HHCP, Architects
John Connors '97, Harcourt, Inc.
Colleen Sharkey '96, RDV Sports
Ken Arredondo '97, IBM
Greg Clendenin '98, Middleton Pest Control, Inc.
Craig Domeck '98, Campus Crusade for Christ
Kelly Price '96, Fannie Hillman and Assoc.
Chris Moore '80, Walt Disney Attractions

GENERAL BOARD:

Rick Ahl '94, AHL Investment Management, Inc.
Keith Carpenter '75, Carpenter Advisory Co.
Nick Curcuru '96, Arthur Andersen
Jennifer Finrock '97
Cheryl Finnegan '81, SunTrust Bank
Deanne Gabel '99, Disney's Yacht and Beach Club Resorts
Steve Gauthier '82, Crummer Graduate School of Business
Stacy Gulden '91, Management Recruiters of Orlando/Winter Park
Kim Hahn '96, SunTrust BankCard
Chris Heidrich '87, Morgan Stanley Dean Witter
Todd Hollenbeck '93, Federal Express
Jennifer Janette '95, Premier Convention Svs.
Jordan Lomas '95, Harcourt, Inc.
Ronnie Matthews '86, *The Orlando Sentinel*
Pat Jones-Petrick '98, Wiresoft Technologies, Inc.
David Lane '98, METAMOR Industry Solutions
Michael Lentz '97, Walt Disney Imagineering
David O'Connor '88, NationsBank
Craig Starkey '87, Winter Park Construction
Jeff Troan '86, Lockheed Martin-LMCPI
Tammy Wacker '89, NationsBank



Thank You Alumni Board

COULD A FACE LIKE
THIS ENCOURAGE
YOU TO GIVE MONEY
TO CRUMMER?



WOULD CHEEKS LIKE
THESE ENCOURAGE
YOU TO GIVE MONEY
TO CRUMMER?



OK, WE'RE
BEGGING...



WE'RE SO HAPPY,
WE COULD
LICK YOUR FACE.



Your Contribution is 'Positively Powerful'

Have you thought about supporting Crummer, but hesitated because you are not the CEO of a large company with access to the corporate budget?

We just want to say: "That's okay!"

In his book, *"The Power of Positive Thinking,"* famed evangelist and master fundraiser Robert Schuller recommends the following method for achieving goals. He stated that when he needs to raise a million dollars, he writes a list of ten ways to accomplish this:

1. Secure a \$1 million commitment from one person.
 2. Secure a \$500,000 commitment from two people.
 3. Secure a \$250,000 commitment from four people...
 10. Secure \$1 from a million people.
- You get the idea?*

In our effort to propel Crummer to the forefront of business education—to become one of the Top 25 business schools in the country—every contribution counts. Your contribution, regardless of its size, can make a significant difference in the future of the school and the future of a student.

Whether you show your support with \$50 or \$1 million, be assured that you are making a difference and building a solid foundation for future success of the school and all its graduates.

Also know how much we appreciate you, as a graduate, as a donor and as a friend.

To show your support for the Crummer School, call Paige Greninger of the Crummer Fund at (407) 628-6330 or send an e-mail to Crummer.Alumni@Rollins.edu.

WE KNOW YOU'RE
TOO SMART
FOR MARKETING
GIMMICKS...

(Afterall, you are a Crummer grad.)

IT'S A FACT...

Sixty percent of Crummer students receive some form of financial aid. For Crummer to continue to attract high quality students, we need the help of loyal alumni. Crummer is well on its way to becoming one of the Top 25 business schools in the country within the next few years, and your support will make it happen.

What is the Crummer Fund?

The Crummer Fund supports scholarships, programs, and services for students and alumni.

Who participates in the Crummer Fund?

All alumni and friends of the School are encouraged to help the Crummer Graduate School of Business maintain and build on its tradition of excellence.

Why is participation important?

Alumni participation is critical because it affects the school's ranking, influences corporate and foundation giving, and sends a positive message about Crummer's quality to prospective students and business partners. Your gift, regardless of size, will help Crummer attain a national ranking, secure funding from corporations and foundations, and recruit talented students to the school.

Crummer Graduate Students Help Central Florida Businesses Through National Business Practicum Course

Each year, teams of five or six Crummer students are led by a faculty member to work on specific projects with various businesses in the Central Florida area. Sometimes the students are asked to design a new accounting system, write a business plan, or perform a complete market analysis of a new business opportunity. Each project addresses real and current business issues. The students work on the projects at the beginning of each semester, and they present their reports to the management of the businesses at the end of the semester.

Quite often the Crummer School receives requests from businesses to do additional projects the following semester since they have been so impressed with the reports the students have delivered. This was the case with B. R. Chamberlain & Sons, Inc, an Orlando-based registered investment advisor firm that manages assets of a diversified national and international client base. During the fall semester of 1998, Crummer students were led by Professor Jack Trifts to do a competitive analysis of other businesses that had trust companies. The team made recommendations on product lines, targeted buying groups, cost structure and marketing strategy. **Pete Chamberlain '84**, President, was very pleased with the process. He then requested that the students do another project during this fall, and also hired **Denise Kealy '00** as a summer intern. She is currently the student leader for the team of students who will complete the new project this fall.

If you would like additional information about how Crummer students can help your business, please call Dawn Thompson at (407) 646-2146.

Participating Companies – Fall 1999

B.R. Chamberlain & Sons

Canin Associates, Inc.

Clark and Associates

CNL

Economic Development Commission of Mid-Florida, Inc.

Magruder Eye Institute

Martin Glass and Mirror

MEDai

Middleton Pest Control

Orange County Public Schools

Poole Carbone Capital Partners

RDV Sports

Sprint

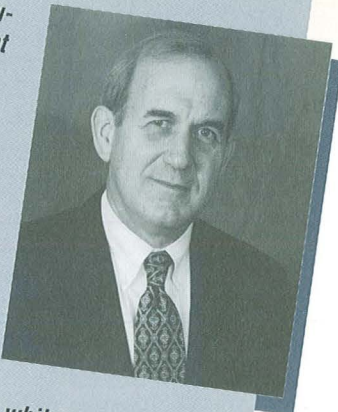
STI Capital Management

Vistana

Wolf and Wolf

"The connection between knowledge and business success is well understood. Having several Crummer graduates and current students at my company, I fully understand the benefits of an MBA degree for our success. By supporting the Crummer Graduate School of Business, I can further the success of my business while improving the business climate of our community."

—Robert Finrock, Jr. '71, President,
Finrock Industries, Inc.

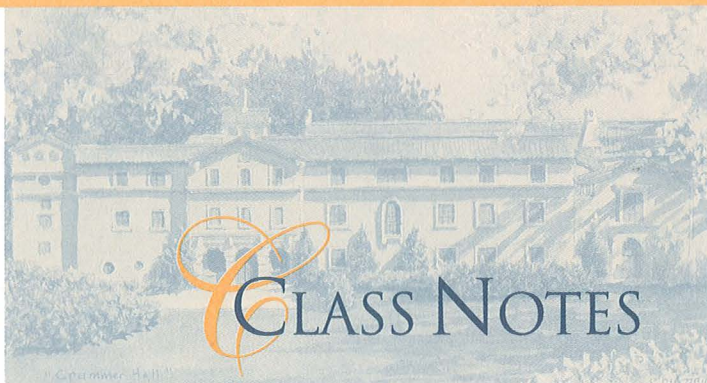


CRUMMER
1999-2000
FUND

**WE NEED
YOUR
SUPPORT.**

(We thought you'd appreciate the direct approach.)





CLASS NOTES

Christopher J. Hoffman '66 retired from IBM in 1992 and now works part-time for Ryder Student Transportation.

Nick Schmidt Jr. '66 remains active in his retirement as the Director of the University Club of Winter Park, and the Stag Club (a weekly luncheon group at the Langford Hotel).

Charles Hollingstead '67 remains active as a volunteer for SCORE (Service Core of Retired Engineers).

Bruce Jansen '69 was selected as a University of Alabama College of Engineering Distinguished Engineering Fellow. He was inducted at a reception and dinner ceremony on May 8, 1999 in Tuscaloosa, Alabama.

James Williams '69 has been involved in sponsoring a special program for orphanages in El Salvador.

Duane Ackerman '70, Chairman and CEO of BellSouth, was named by the 1999 Horizon Leadership Poll as one of the top three individuals in metro Atlanta's private business community who is leading the city into the next century. He recently completed a two-year term as Chairman of Central Atlanta Progress.

Dick Conklin '70 spends time at his home in the Florida Keys writing a weekly restaurant review for two magazines.

Geoffrey Longstaff '72 was appointed Chief Executive of First National Bank of Central Florida in May 1999. He has immediate plans to launch a mortgage company through the bank called National One Mortgage Group.

Charles Rabuat, Jr. '73 has been an addictions professional for over 25 years. Along with his wife Frieda, Charles formed the Florida School of Addictions Continuing Studies. The organization is an approved provider of continuing studies for addictions professionals on the Internet. He has been awarded the Davis Productivity Award twice by the state for his efforts.

Ed Nangle '74 recently changed careers from VP of Human Resources at Hitachi Home Electronics America to contract consulting and part time faculty work at Kennesaw State University, Clayton College, and the Keller Graduate School of Management.

Garrison DuPont Lickie '77 is President of the U.S. Trust Company of Florida in Palm Beach.

Debra Stern '77 is continuing her doctoral studies in Business Administration (Health Service Specialty) at Nova Southeastern University.

Hank Ashby '78 is president of ELAB Inc. The company has facilities in Ormond Beach, FL and Puerto Rico, and specializes in a full range of environmental testing services.

Scott Coleman '79 is a Senior Associate at Kenzer Corp. where he specializes in Financial Services.

Terry Jones '79 retired from the U.S. government. He is now starting a private investigation business.

Al Weiss '81, President of Walt Disney World Resorts, was appointed to a five-year term on Stetson University's Board of Trustees. He will oversee a \$125 million endowment, participate in strategic planning, and help shape university policies. He resides in Kissimmee.

Dennis Millburn '81 resides in Montgomery, Alabama where he has been the Treasurer of the Gulf States Conference of Seventh-Day Adventists since October 1996.

Phyllis Jordahl '81 recently relocated to Colorado Springs.

Joan Dial Ruffier '82 became the first female recipient of the Spirit of Achievement Award presented by Junior Achievement. The annual award honors a Central Florida businessperson who serves as a community role model. Joan, a C.P.A., also serves as Sustainer for the Junior League of Greater Orlando.

Dana Gower '82 has traveled throughout Brazil, Mexico, Puerto Rico, Canada, and Europe on business.

Alfred Graham '82 served on the Code Enforcement Board of Lake Mary for three years and also works with Junior Achievement at a local high school.

Michael Poole '84, of Poole Carbone Capital Partners, was named to the Board of Directors of World Commerce Online Inc. The company is the designer of the e-commerce technology E-Plex. He is also a member of the Board of Directors of the Federal Reserve Bank of Atlanta, and

Chairman of Florida's welfare-to-work program, WAGES.

Ronnie Matthews '84 was promoted to Vice President and General Manager of Orlando Sentinel Communications. She will oversee operations, marketing, planning and technology.

Charles Matorana '84 was elected President of the Harrisonburg Rockingham Chamber of Commerce.

Sal Lomonaco '84 retired from the Orlando Police Dept. in December 1998 as a Captain after 24 years. He has since moved to Nashville and commenced his new position as Deputy Chief of Public Safety at Nashville International Airport.

Patrick Donnally '85 is a Regional Associate for Philip Crosby Associates Inc., an international quality consulting firm.

Russ Donaldson '85 was named Executive Vice President and Chief Operation Officer of the Virginia based company, Arland Community Development. He will oversee the company's Florida operations.

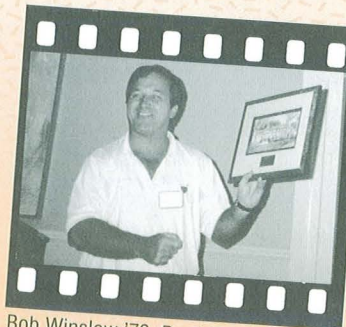
Glenn Matthiessen '85 just finished building a new home in Columbia, South Carolina.

Phillip Meadows '85 was promoted to Vice President of BC-USA, an international food manufacturer of high specialty foods.

Susan Reich '86 opened Florida Surety Bonds Inc. in December 1998 with her husband Jeff. The agency specializes in construction and software.

Donald Scholl '87 co-founded PurEnergy in 1995. The company focuses on redevelopment of cogenerated Power Systems.

Alumni Board Year-End Meeting



Bob Winslow '73, President of Alumni Board



Greg Clendenin '98 and John Metzger '98 celebrate just another hole-in-one at Interlachen Country Club.



Guy Colado '71, Bob Winslow '73 and Dean Moses



Paige Greninger '01, John Metzger '98, Bob Winslow '73, Chris Moore '80, John Connors '97, Ken Arredondo '88, Colleen Sharkey '90, and David O'Connor '97



▲ PMBA Class of 1999



▲ EMBA Class of 1999

Congratulations Class of 1999



◀ EAMBA Class of 1999



▲ AMBA Class of 1999



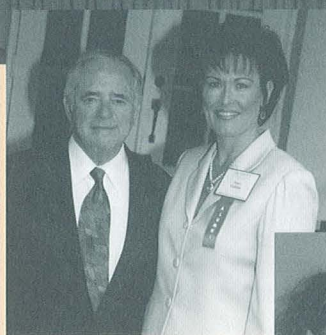
▲ PMBA August Class of 1999

Career Enhancement and Advancement

BREAKOUT STRATEGIES FOR THE NEW MILLENNIUM



▲ Panel with Kevin McCarthy doing the "McCartherena."



▲ President of Management Recruiters International Alan Schonberg with Stacy Gulden '91

► Ken Arrendondo '97, Chairman of the Alumni Board Corporate and Career Committee, thanks Judy Hernandez for her participation on the panel.



◀ Greg Clendenin '98, Gale Amyx '99, and Dottie Clendenin '98



▼ EMBA 2000 Students: (l-r) Tom Boddorff, Kyle Meyer, Ashley Tait, Bob Balcerak, Leslie McKeeby, David Robison, Tracy O'Toole and Jeff Gwaltney



Marshall Gunsel '87 was promoted to Senior Instructor at People Soft USA.

Anne Thomas '87 had a baby in July 1998.

James Millar '87 was the 1998 Consury Club Designee for sales at Sedgwick Inc.

Bill Sodeman '88 was named Manager of Certification and Testing of Prosoft Training.com. The company is the global leader for Internet certification, training, and courseware.

Felicia Leone Trimboli '88 started Leone Marketing Research. The company provides marketing research services to restaurants, retail and service businesses.

Robert Thatcher '88 has joined Memry Corporation as Corporate Vice President of Worldwide Sales and Marketing. The company provides design, prototyping and development to the medical device and equipment industry.

Jennifer Ackerman '88 accepted a position at Koch Industries as a Senior Fixed Income Analyst. She resides in Wichita, Kansas.

Marla Stafford '88 was promoted to Associate Professor of Marketing with tenure at the University of North Texas. She also became a mom to Joseph Carroll Stafford, who was born on April 22, 1999.

Leona Parsons '89 has traveled to Uruguay, Sao Paul, Brazil, Malaysia, and England over the last two years as an international real estate agent. She also works part-time at Disney and spends her spare time at her new home in Portugal.

Bev Darvin '89 works at AT&T, where she provides marketing support for their business internet protocol networks. She also takes care of her new baby girl Cayla, who was born last December.

Vernice Gailey '89 was named Senior Network Manager for Aetna U.S. Healthcare's Georgia Market. Aetna is the nation's leading health and related benefits organization.

J. T. Shim '89 and his wife Bonnie announce the arrival of their first born son, Adam Li Shim. Adam was born on November 6, 1999, and weighed 6 lbs. 11 ozs. and was 21 inches long.

Matthew Stevens '89 has been doing consulting work with Donlap Inc., a general contractor in Cleveland, Ohio.

Elaine Heinrich '89 is currently Chairman of the Board for the American Red Cross of Central Florida.

Lloyd Devaux '89 accepted a position as executive officer of Union Planters.

Melanie Heim '90 has been appointed Vice President of Acquisitions at Chase Manhattan in New York. She is in charge of production of Chase's credit card marketing efforts.

Douglas Smith '90 and his wife Rhonda are busy remodeling their new "old" home.

Ed Wood '90 is active as a teaching leader for his Bible Study Fellowship.

Dwayne Maddron '90 ran the Boston Marathon in April 1998.

James Phelan '91 was promoted to Director of Marketing for Dyno Corporation, where he is responsible for the marketing activities of Dyno's three U.S. divisions.

Stacy Gulden '91 has been running her own business, Management Recruiters International of Orlando/Winter Park, since September 1997. At the national convention in Hawaii, Stacy was awarded "Rookie of the Year."

Susan Jackson '91 is the Healthy Kids Chairman for Orange County.

Eugene Weston '91 was elected to a five-year term as director for the National Concrete Masonry Association. He also serves as director of the Derthick Education Foundation, and the Carolina Ready Mix Concrete Association.

Scott Stubbs '92 is a Project Manager at the Year 2000 project office at H&R Block.

Maureen Walker '92 was promoted to Senior Vice President of HHCP Architects.

Keith Larson '92 is finally getting used to the cold in Minnesota after living there for four years.

Calvin Wiese '92 was appointed Chief Executive Officer of HealthMagic Inc. The company is a privately held web-based technology company that develops information management products for the healthcare industry.

Thomas Beane '92 was promoted to President of Beane Associates, Inc. The company is a boutique consulting firm specializing in turnarounds of troubled companies.

John Roman '92 was blessed with a baby girl in October 1998.

James Zauner '93 was promoted to Director of Marketing Operations at Dow Jones & Co.

Jane Algee '93 is currently President of the Institute of Industrial Engineers.

David Gwartney '93 accepted a position as Director of Operations at Willow Creek Community Church in Chicago. He also completed his Master of Divinity Degree at Trinity International University.

Ron Brooks '93 has been living in Dallas for the last two years and was recently promoted to Senior Brand Manager of Suiza Foods.

Jonathan Slater '94 is a Senior Associate at Carter and Associates where he does commercial real estate.

Elissa Paget-Ducar '94 passed the CPA exam in May 1998.

Christopher Rowe '94 was promoted to National Logistics Manager for Allergiances Surgical.

Henry Schumann Jr. '94 was re-elected Chairman of the City of Oviedo's Board of Adjustment.

Cheryle MacKenzie '94 was promoted to Vice President of Tropical Nut and Fruit. She also plans to adopt a child from Russia.

John Lowenstein '94 and his wife moved into a new house in Winchester Massachusetts. He continues to run Red Line Real Estate, an apartment rental agency.

Christopher Bursaw '94 is the proud parent of a new baby boy, Christopher Jr., born on December 18, 1998.

Harold Keylon '94 was married to Donna Carnesi on July 10, 1999.

Joseph Driscoll '94 is a Business Development Leader at AT&T Solutions.

Cheryl Haywood '95 was promoted to a management position at IBM in Colorado. She is currently working on the Public Service Company of Colorado Account.

Brad Saviello '95 has been at Price Waterhouse Coopers for the past three years. He spends time with his wife renovating their 1923 bungalow home in Atlanta.

Jennifer Janette '95 was appointed account manager in charge of the Southeast market at Premier Convention Services.

Brent Kassing '95 and his wife Melinda were recently blessed with their first child Regan Maureen Kassing.

Kathryn Mentzer Mays '95 was married to Brooks Mays on December 19, 1998 at the Knowles Memorial Chapel. They have settled in South Carolina where she was recently promoted to AVP of Wachovia.

Jordan Lomas '95 and his wife Ann were blessed with his first child, Elizabeth, January 1998. Jordan was recently promoted to V.P. Subscription Services at Harcourt, Inc.

Kevin Considine '96 is the Sales and Training Manager for Cars.com. The company is the leading car shopping site on the internet. He resides in Chicago.

Brian & Stephanie Bedrick '96 had their first baby, Madison Claire on August 29, 1999. She was 20.5 inches long and weighed 7 lbs. 11 ozs.

William Duff '96 bought a home in the Dallas area and is now working for Perot Systems.

Susan Hunt '96 has been promoted to Vice President and General Manager of the Sun-Sentinel Co. She will oversee the advertising, circulation, finance, human resources, marketing, operations, and technology divisions.

Dana Worthington '96 accepted a job with Walt Disney Imagineering as a Project Coordinator.

Robert Matura '96 has been working for Health Net in Southern California for the last three years. He received the top sales award for his region this year.

Bruce Chase '96 was promoted to Group Account Supervisor of children's vaccines.

Scott Bergin '97 opened the second Huntington Learning Center in Lake Mary.

Peter Denove '97 is the Product Director of Infection Prevention Systems at Johnson and Johnson Medical. He ran the Leadville 100 mile marathon in Leadville, Colorado in August 1999.

Tony Ferry '97 has been promoted to Mortgage Production Associate at Edward T. Byrd & Corporation in Orlando.

Doug Huber '97 has been keeping busy teaching Personal Investing and Personal Finance at Valencia Community College in Orlando.

David Loy '97 works for Intel Corporation as a Territory Manager for Washington D.C., Maryland, Virginia, and West Virginia.

Stockton Reeves '97 and his company, Group VI Communications Inc., completed the acquisition of Insight Orlando Inc., an Orlando market research/focus group facility.

Susan Sackett '97 has joined Kenworth Co. of Central Florida as Assistant Controller.

Scott Shugart '97 joined Hajoca Co. where he is an operations manager in Tampa, FL.

Pamela Stone '97 was promoted to Product Director at Johnson and Johnson Medical in January 1999.

Robert Baldwin '98 and his wife are proud to announce the arrival of their second son Benjamin. He was born on February 2, 1999.

Nancy Carlton '98 recently became a grandmother.

Tony Hamby '98 and his wife Donna announce the birth of their baby girl, Katherine Claire Hamby. She was born October 30, 1999 and weighed 6lb 13 ozs.

David Hiser Jr. '98 is a Production Supervisor at Thompson Consumer Electronics in Marion, Indiana.

Paul Hughes '98 was granted equity stake in the Ron Sellers Agency.

Daniel Hunter '98 was married to Jeannine Meagher on April 17, 1999.

Martina Lee '98 is a Strategic Project Analyst for Marriott Vacation Club International for Latin American and Asian Markets.

John Metzger '98 was appointed to the position of Vice President, Logistics, of the Great Atlantic & Pacific Tea Company in October 1999. He will be responsible for the management of all supply chain logistics. A&P is the nation's oldest and one of America's top ten supermarket chains.

Raanan Pritzker '98 will marry his long-time fiancée Yael Greenberg on August 1, 1999 in Orlando. He is currently at Allstate Food Marketing.

Shirley Rubens '98 recently hiked down and back up the Grand Canyon. She spent two nights at a ranch at the bottom exploring with her sister Mary and brother Mark.

Tim Sennett '98 has been awarded the Certified Commercial Investment Member (CCIM) designation by the Commercial Investment Real Estate Institute in November 1999. Tim owns

his own residential and commercial real estate company in Leesburg, Florida, Sennett Realty Group, Inc.

Rence Seyb '98 plays in the local band Pistis. They recently played a show at the House of Blues and are planning to record their first independent release.

Rona Weiss '98 is busy working with her husband, Kevin, to open Weiss Legal Group in Maitland.

Charles Wright '98 was married to Laura Warren on October 17, 1998.

Drew Yurko '98 accepted a position as Controller at Aramark Co.

Gale Amyx '99 has been appointed as the Assistant Director for Executive Education at the University of Michigan in Ann Arbor. You can reach her by email at gamyx@umich.edu.

Dennis Harward '99, Chairman and CEO of HTE Inc., received the 1999 Florida Entrepreneur of the Year award in the Software Technology category. The award recognizes entrepreneurs who have demonstrated excellence and extraordinary success in areas such as innovation, financial performance and personal commitment to their business and community.

Lance Montague '99 was married to Deborah Summers on April 17, 1999 at the Knowles Memorial Chapel.

Pablo Suarez '99 is a proud new father of a baby girl, Alexa, born on June 15, 1999.

Hugh Van Zelm '71 has been Treasurer of the Wilmington, NC Men's Club for the past four years.

Curtis Gardner '88 has changed careers from engineering to horticulture.

IN MEMORIAM

James Adams '62 passed away on June 16, 1999 in Winter Park. He was 68.

Roy Weisenbarger '70 passed away on June 23, 1999. He is survived by his wife Mary Ann, daughters Elaine and Kathleen, and two grandchildren.

CRUMMER *Connection*

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December 15, 1999

Bush Executive Center

Grand Opening

4:30-6:00 pm

Alumni Holiday Dessert,

Coffee, and Cordials

By Candlelight

6:00 - 9:00 p.m.

UPCOMING EVENTS

JANUARY

- 10 EMBA / PMBA Information Session
- 27 Alumni Board Meeting

FEBRUARY

- 11 Dean Lecture Series
- 19-27 February Spring Project Period
National and Global Business Practica
- 28 EMBA / PMBA Information Session

MARCH

- 10 Dean's Lecture Series
- 10-12 March EAMBA Preview Weekend
- 16 Alumni Board Meeting
- 17-19 March AMBA Preview Weekend
- 24 Alumni Board Seminar:
Hot Information Technology Issues
- 28 Mentor Reception

For more information about Crummer activities
call Denise Welsch at (407) 646-2537.

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